

## ABSTRACT OF THE DISCLOSURE

A method and apparatus for improving the print quality of a print job having black content. The black content is configured to be applied on a predetermined location on a print medium. In the method, the black content is fortified by applying a black dye based ink on the predetermined location and the black content is printed by applying a black pigment based ink on the predetermined location. The apparatus includes a first printhead configured to fire black dye based ink droplets on the print medium, a second printhead configured to fire black pigment based ink droplets on the print medium and a processing system configured to fortify the black content by controlling the first printhead to fire droplets on the predetermined location. The processing system is further configured to print the black content by controlling the second printhead to fire droplets on the predetermined location.